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1941
Dahlia lists

Retail Store Edition

DIG & DUNG

Sales and Service Bulletin

BLUE LABEL DAHLIAS

Sure to Grow · Free from Disease · True to Name

WAYLAND DAHLIA GARDENS

E. R. RYNO, Prop.

Wayland, Mich., U. S. A.

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Attention Buyer or Advertising Manager

Retail Store Edition

DIG & DUNG

There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.—Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

Sales and Service Bulletin

VOL. 10 WAYLAND, MICHIGAN, U. S. A., SEASON OF 1941 NO. 2

Exact size of box 5 x 6 x 2½ inches
6 FINE DAHLIAS IN EACH BOX
RETAIL FOR 50c PER BOX

W BLUE LABEL DAHLIAS W

Sure to Grow · Free from Disease · True to Name

6 BEAUTIFUL DAHLIAS 6

No. D 1
DECORATIVE TYPE
Comprising the following varieties, each root wrapped and labelled:

BIG GUS, red
QUEEN MARY, pink
JEAN KERR, white
YELLOW COLOSSE, yellow
ROSE GLORY, rose lavender
E. T. BEDFORD, purple

9 DIFFERENT COLLECTIONS
54 DIFFERENT VARIETIES

Complete Cultural Directions Inside

Grown where Dahlias Grow best

DIG & DUNG

PUBLISHED BY
WAYLAND DAHLIA GARDENS
E. R. RYNO, PROP.
WAYLAND, MICHIGAN

SEASON OF 1941

This edition of DIG & DUNG is intended primarily for Retail Seed and Nursery stores, Florists and Department stores, and those who want a fast selling popular priced line of Dahlias for over-the-counter trade. Those who sell through catalogs, as well as those who buy dahlias in bulk for growing either roots or cut flowers, should send for our General Trade Edition, in which are listed nearly all the standard garden, cut flower and exhibition varieties available in quantities sufficient for the wholesale trade.

In making up the line of Boxed Dahlia Collections presented in this Bulletin we have tried to give our dealers not only a line of merchandise that would enable them to compete with the Dime stores, but also a line that could be offered with full assurance that the stock is absolutely of the highest grade and sure to please even that exacting type of customer "who has gone through life demanding to see the manager."

To build up a stock sufficient to make this line possible has taken a lot of time and money, and now that we are ready to release nine different collections to our dealers, we feel that we can go to them and tell them frankly that it is our belief that never before have they had the opportunity to take on a line of goods that could compare with it for selling powers.

Those of you who have happened into the Dime stores in the spring have no doubt seen dahlias going out as fast as they could be handed over the counter — roots perhaps of doubtful origin, packed in gaudily colored cartons, selling like hotcakes at a dime a throw.

Now we are offering you dahlias packed six good roots of known origin, known quality and known value in an attractive box to sell at 50c a box — only 8⅓c a root or 1⅔c less than the Dime store price.

Each box states plainly the names of the varieties contained and type and color of each variety so customers can make selections easily and without any great sales effort on your part.

We want you to try this line this year and be convinced that it will outsell any packaged article in your store.

Remember we stand back of every root we put out and guarantee all stock in these boxes to be SURE TO GROW, FREE FROM DISEASE AND TRUE TO NAME—

And They Please Customers:

Dodge City, Kansas, 11/25/40

Wayland Dahlia Gardens
Wayland, Michigan.

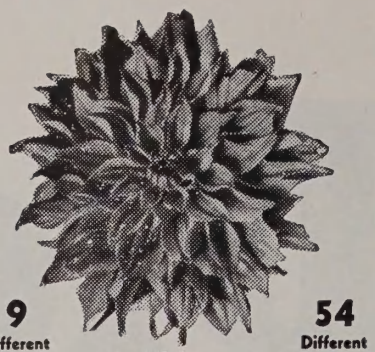
Gentlemen:

Last year we tried a small quantity of your boxed Dahlias. We have had the most pleasing reports from our customers, and one of them brought a Dahlia bloom to our store which measured 10½ inches across. We did not have a single complaint about the tubers not growing. We think that's "something." We are going to increase the quantity this season. Our order is enclosed.

Yours truly,

Weyand Feed & Seed Co.

25c Profit on Every Box You Sell



Mat of above cut for newspaper ad is supplied without charge with your initial order.

In addition to the above mat we supply you with colored easel and window posters strongly featuring our sensationally low price so every customer is bound to be interested.

Just place the boxes where they can be seen and THEY WILL SELL THEMSELVES!

Read our SPECIAL INTRODUCTORY OFFER on page 6.

DON'T DELAY!

This bulletin is being mailed to nearly all the retail seed dealers in the United States. We are prepared to take on only one thousand more of these dealers this spring and to avoid disappointment we suggest that you get your order in without delay. Remember dahlias are a specialty crop and when present stock is exhausted more roots will not be available until another season's crop is harvested.

If you plan to list these Dahlias in your annual catalog we will gladly loan to you the above electro for illustration purposes.

BLUE LABEL DAHLIAS ARE

GROWN RIGHT

All our stock is grown by ourselves on our own fertile farms, and is stored, processed and packed in our own frost-proof cellars.

Planting, cultivating and digging are all done on a large scale with the latest modern machinery and at minimum cost.

Fields are all carefully rogued during blooming season and all plants showing any sign of weakness as well as those not true to name are destroyed.

You can't find better stock at any price, and every root can be depended upon to produce a strong healthy plant that will bloom from late summer until frost the year it is planted.

PACKED RIGHT

Each root is packed in clean green log sawdust, wrapped in white semi-parchment paper, and labelled with our special blue label showing name of variety, type and predominating color.

The six roots in each collection are wrapped in green florist's tissue with Cultural Directions, and packed in a neat box with colored label showing contents.

These boxes make an attractive piece of merchandise and the roots contained in them will keep for weeks without shriveling or losing their vitality.

PRICED RIGHT

We have tried to make the price on these collections so low that every one of your customers would want to buy them.

Every person who grows dahlias at all will surely want a full range of colors in order that each cutting of blooms will make an attractive bouquet. Most customers will want more than one collection, and no doubt many of them will want the whole set, especially when they can be had for such a small cost.

We urge our dealers to have at least a fair representation of each collection in stock and to make it possible for them to do so, we have made a very interesting SPECIAL INTRODUCTORY OFFER which will be found on page 6.

Here Is the Complete Line

No. A-1 6 Art Type Dahlias

The Art type of dahlia has semi-double blooms of large size, and resemble a hybrid perpetual rose bloom, fully opened. I consider it the most artistic type of dahlia, and especially recommend it for planting in beds and borders where its large size and beautiful colors will show off to greatest advantage. This collection comprises the following varieties:—

DIANA, brilliant scarlet
CLEOPATRA, dull gold and red
ROSALIA STYLES, glowing pink
WHITE CAP, white
JAN OLIESLAGER, yellow
MAD. VON BYSTEIN, lilac pink

No. B-1 6 Ball Type Dahlias

The Ball type of dahlia has fully double blooms, with closely quilled petals, and is one of the most desirable of all dahlias for cutting because of their uniform ball shape, long keeping qualities and clear, distinct tones of color. This collection comprises the following varieties:—

A. D. LIVONI, pink
BONNIE BLUE, bluish
FLORAL PARK JEWEL, red tipped white
PURPLE BALL, purple
STORM KING, white
YELLOW DUKE, yellow

No. C-1 6 Cactus Type Dahlias

The Cactus type of dahlia has loosely formed, fully double blooms with quilled and pointed petals, and is becoming one of the most popular types because of the artistic flowers and long keeping qualities. Very desirable for both garden and cut flower purposes. This collection comprises the following varieties:—

RENE CAYEUX, brilliant red
BRIDE'S BOUQUET, white
CELIA, lavender pink
MELODY, yellow
LIBELLE, purple
BERTHA HORNE, bronze

No. D-1 6 Decorative Type Dahlias

The Decorative type of dahlia has fully double blooms with wide flat petals, and is the type most largely used for cut flower and exhibition purposes. This collection comprises the following varieties:—

BIG GUS, red
QUEEN MARY, pink
JEAN KERR, white
YELLOW COLOSSE, yellow
ROSE GLORY, rose lavender
E. T. BEDFORD, purple

No. D-2 6 Decorative Type Dahlias

Presenting six more varieties of the same type as D-1. This collection will always be wanted by everyone who buys any other collection in our line to complete the full color range of the dahlia.

AIDA, dark red
DARLENE, shell pink
PURITY, white
VENUS, white suffused lavender
CHARM, burnt orange
ELIZABETH SLOCOMBE, red purple

$

All Collections, per case of 12 boxes,

Available for Spring, 1941

No. D-3 6 Decorative Type Dahlias

Another collection that blends perfectly with any other collection in our line.

MINA BURGLE, red
AGNES HAVILAND, pink and yellow
DOROTHY SAGER, orange and salmon
SANICHAN'S BLUEBIRD, bluish
CATHERINE WILCOX, pink tp. red
COUNTESS OF PEMBROKE, lavender

No. X-1 6 Assorted Type Dahlias

Comprising one Art type, one Ball type, one Cactus type and three Decorative type dahlias.

AURORE (A), orange salmon
RED CHIEF (B), red
PERLE DE LYON (C), white
DELICE (D), pink
JUDGE A. B. PARKER (D), yellow buff
PURPLE MANITOU (D), purple

No. X-2 6 Assorted Type Dahlias

Comprising one Art type, one Ball type, two Cactus type and two Decorative type dahlias.

GEISHA (A), yellow and red
MAUDE ADAMS (B), white fl. pink
EMILY RUSSELL (C), Am. Beauty red
KREIMHILDE (C), cream and pink
AVALON (D), yellow
POLAR STAR (D), white

No. X-3 6 Assorted Type Dahlias

Comprising three Cactus type and three Decorative type dahlias.

THOS. OBERLIN (C), orange red
LAWINE (C), white tinged lavender
RHEINISCHER FROHSINN (C), carmine
MRS. CARL SALBACH (D), lav. pink
D. M. MOORE (D), blackish maroon
IOWA (D), maize tipped pink

Important Notice

Stock for all of the above collections is necessarily allotted early in the season; and as one or another variety often goes wrong in storage, or perhaps clumps fail to give the number of divisions required to keep stocks perfectly balanced, we must reserve the right to alter any of these collections in case an unavoidable or unexpected shortage occurs in any variety. In any case where such alterations are made we will give equal or better value in same type and color, and in every case labels will be made to state exact contents of the box. We look for a large demand for all of these collections, and believe we have set aside sufficient stock of each variety to carry us through the season, so our customers may be assured that no changes will be made unless absolutely necessary.

SHIPPING WEIGHT APPROXIMATELY 12 LBS. PER CASE

ALL ORDERS SUBJECT TO 3% DISCOUNT FOR CASH

Special Introductory Offer

Each of the nine collections in our line this year is packed in cases of 12 boxes each, and obviously no orders can be accepted for broken units.

However, we want every one of our dealers to be able to offer our entire line, and realizing that many of you might not want to stock up with a full case of each collection on the start, we have put up as a SPECIAL INTRODUCTORY OFFER, the following assortment:—

4 boxes of each of the nine different collections — 36 boxes in all
Beautiful colored display easel
Colored window posters
Mat for newspaper ad.

These sales helps are supplied only with initial order, and will give prominence to the stock that will surely move this small order and create a demand for many more boxes.

This Entire Outfit will be supplied for only

$9

Shipping Weight approximately 36 lbs.

All Orders Subject to 3% Discount for Cash with Order

Think of it, 36 boxes presenting 4 boxes of each of nine different collections — 216 roots in fifty-four different varieties, for only $9.

You will find this the fastest selling line of merchandise you ever offered. Try it and see. Remember, there is, so far as we know, nothing like it on the market. You know this means that a lot of dealers are going to snatch up our offer, and there may not be stock enough to go around, so GET YOUR ORDER IN TODAY.

Don't forget, we have been growing dahlias for the mail order trade for many years, and supply nearly all the seed and nursery houses of national repute in the great mid-west. This line is intended to meet DIME STORE COMPETITION and keep the dahlia trade in the hands of the legitimate seed and nursery dealer or reputable department or other retail stores where it rightfully belongs. The stock is not cheap low grade stock that won't grow or prove true, but is guaranteed by us, under our own label, as

Sure to Grow - Free from Disease - True to Name

You can't go wrong when you take on this line.

WAYLAND DAHLIA GARDENS

LARGEST EXCLUSIVELY WHOLESALE DAHLIA GROWERS IN THE WORLD

WAYLAND **MICHIGAN**

A New Special Collection to Retail For $1.00

BLUE LABEL DAHLIAS
Sure to Grow Free from Disease True to Name
Exhibition
6 DAHLIAS 6
No. E 1 DECORATIVE TYPE
Comprising the following varieties, each root wrapped and labelled:
JERSEY'S BEAUTY, clear pink
JANE COWL, bronze
MRS. I. de VER WARNER, lav.
PRIDE OF CALIFORNIA, red
SAGAMORE, buff
WHITE KING, white
COMPLETE CULTURAL DIRECTIONS INSIDE
Grown where Dahlias grow best

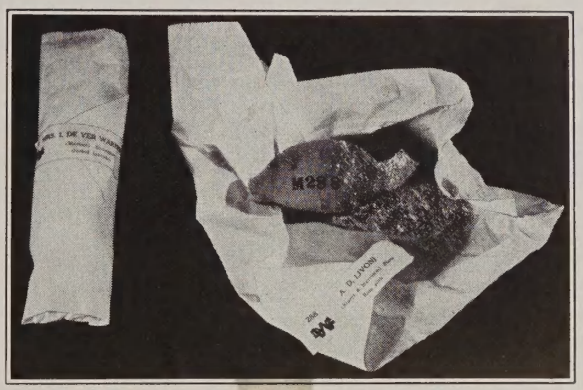
Many of our customers have asked us for a special collection of newer varieties that could be sold for a little more than the regular collections. For these customers we are offering our No. E-1, comprising 6 well known Exhibition Dahlias, as follows:

JERSEY'S BEAUTY, clear pink
JANE COWL, bronze
MRS. I. de VER WARNER, lavender
PRIDE OF CALIFORNIA, red
SAGAMORE, buff
WHITE KING, white

This collection sells to you at $4.00 per case of twelve boxes (33⅓c per box) and should retail at 75c to $1.00 per box. It makes a dandy mail order item to list at a dollar, postpaid, and if you issue a catalog, we believe it will pay you to feature it at this price.

Wrapped Dahlias For Counter Trade

In addition to the full collections as presented in our regular boxes, you will find there is a good demand for single roots if offered at popular prices. To meet this demand we can supply two assortments of wrapped dahlias as follows:



ASSORTMENT NO. 1

Made up from popular garden and cut flower varieties — all good large double-flowering dahlias which should sell readily at 10c each or 12 for $1.

250 Roots, not less than ten good varieties, each root wrapped and labelled (Order full Assortment No. 1) $8.00
125 Roots (Order half Assortment No. 1) . . . 4.25

ASSORTMENT NO. 2

Made up from popular garden and exhibition varieties which should sell readily over your counter at 25c each or 6 for $1.00.

250 Roots, not less than ten good varieties, each root wrapped and labelled (Order full Assortment No. 2) $12.50
125 Roots (Order half Assortment No. 2) . . . 6.50
Both full assortments, 500 roots in all . . . 20.00
Both half assortments, 250 roots in all . . . 10.50

All stock in above assortments is strictly high class and to enable you to guarantee same to your customers, we give 10% extra count to take care of any replacement claims. Colored window posters and a liberal supply of cultural leaflets are included with each assortment.

The most sensational line of packaged Dahlias ever offered. A line that certainly no jobber and probably no other grower could possibly duplicate. Nine different collections — six roots in each collection — fifty-four different varieties in the complete line. Retail at a uniform price of FIFTY CENTS per box of six roots—only EIGHT and ONE-THIRD CENTS per root. Never before have good dahlias been offered at such a low price. The fastest selling line you ever stocked. Be sure to get your orders in early, because we cannot take on more than one-thousand new dealers this year.

WAYLAND DAHLIA GARDENS
Wayland : : Michigan

Terms and Conditions

Each collection is packed in cases of twelve boxes. No broken cases can be supplied, and orders must be for full units.

We reserve the right to substitute equal or better varieties in same type and color, in any collection, in case an unexpected shortage of any variety occurs. Where such substitution is made label will be altered accordingly so it will at all times show exact contents.

In ordering, be sure to state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack stock safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

GUARANTEE — While we exercise the greatest care to have all stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

TERMS — Unknown persons should send cash in full with order, or 25 per cent with order, balance C. O. D. Positively no accounts carried where amount is less than $25.

REFERENCE — As to our responsibility, we refer to the Commercial Agencies or the Wayland State Bank, Wayland, Mich,

Wayland Dahlia Gardens, Wayland, Michigan